



## Consumer Perception of Barista Services in Pare-Pare City

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**Abstract.** The purpose of this study is to determine consumer perceptions of barista services in Parepare City, South Sulawesi Province. The method in this study is qualitative using a descriptive approach. The method of data collection in this study was done through observation, interviews with a list of questions, and documentation. The results of the study indicate that consumer perceptions of Barista services have not been maximally reached in general, including the aims and objectives. Baristas do not understand the importance of consumer perceptions of service, especially services in blending coffee drinks. This needs to be followed up so that consumers or guests can better understand the existence and services of Baristas, this is because consumers or guests as coffee drinkers are not coffee connoisseurs and only choose the type of coffee provided. and still lack the availability of very limited and expensive equipment that is spent on each equipment needed.

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### INTRODUCTION

Indonesia is one of the countries that has the largest tourism potential in the world and is rich in natural resources scattered throughout the archipelago. Tourism was also one of the biggest foreign exchange earners of its time, especially by relying on natural resources that were owned and used as a tourist attraction. Until now, tourist attractions in Indonesia are in great demand by foreign and domestic tourists to explore. According to Law No. 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments.

This understanding is also supported by Law no. 10 of 2009 Article 14 concerning tourism businesses, including tourist attractions, tourism areas, tourist transportation services, tourist travel services, food and beverage services, accommodation provision, entertainment, and recreational activities, organizing meetings, incentive trips, conferences and exhibitions, services tourism information, tourism consulting services, tour guide services, water and spa tourism. Where in the food and beverage service there is a service business called a restaurant, according

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to Soekresno (2001) a restaurant is a commercial business that provides food and drink services for the public and is managed professionally.

Seeing competition in the food and beverage business as an exclusive place that is mushrooming in big cities, has prompted significant lifestyle changes, one of which is the lifestyle of enjoying food and drinks in restaurants. In South Sulawesi, the growth of restaurants is growing very fast, starting from local, and international food, as well as restaurants that provide beverage products such as coffee, tea, and snacks so that entrepreneurs are interested in competing to create their own uniqueness, namely creating a place that can provide a comfortable atmosphere for consumers other than the product, such as the social environment (Wiyono et al., 2021).

Humans as social beings who cannot live alone, so there is a need for a comfortable gathering place and able to bring warmth to socialize with fellow co-workers or friends from the density of daily activities and busyness. The concept of urban community life has more fulfillment of needs to help resolve risks and conflicts when activities need to balance the intake that needs to be consumed, new sources of problems arise so that some business people have good innovations and provide appropriate needs to be enjoyed, such as enjoying drinks made from raw materials. supporting coffee. The increasing number of coffee shop businesses can also increase income, as explained in the journal Lutfi Rahman and Emmita Devi Hari Putri about Efforts to Improve Barista Performance to Reduce Guest Complaints at Rock Gilis Coffee Lombok (Jurnal Khasanah Ilmu Vol. 20. No. 1 March 2019 university Bina Sarana informatics. Accessed on March 30, 2021).

The development of restaurant service businesses in Indonesia is increasingly advanced and modern as can be seen from the rise of coffee shops (coffee shops) that focus on informal restaurants which include coffee shops and cafes that are increasingly favored by consumers, where the form of informal restaurants prioritizes place presentation. A comfortable place to relax, rest and chat while enjoying coffee or tea and other light dishes. According to Soekresno (2000) Some food and beverage service business concepts can be used as lifestyles depending on the level of ability of consumers and an increasingly dynamic lifestyle where every business or other business can be carried out in several places including Starbucks, coffee shops or coffee shops, many cafes. Serves special services and drinks that can be used as a reference to enjoy coffee drinks and other snacks (Kanjanaorn & Lee, 2017).

Food and beverage business actors mostly target consumers from employees, entrepreneurs, youth and the community who like to hold informal meetings, employees,

entrepreneurs, and business people are people who can definitely increase income for the community. Cafe entrepreneurs Based on this situation; it can be concluded that the informal restaurant service business can increase local revenue (PAD) (Rismianto, 2013). With the increase in income, it is very impactful for these business actors to encourage innovations so that many appear in malls, shop houses, and coffee shops both in the city and in the region.

Another thing that becomes a top priority is the availability of reliable and competent human resources in the field of informal restaurant management, even though the established business is simple such as a coffee shop, coffee shop, or shop, but is also required to further develop professional skills in managing this business. The existence of these businesses demands the professionalism of the service system and its products if the business wants to increase or develop (Ellram et al., 2008; Ogawa & Piller, 2006). As is the case with the development of coffee shops or coffee shops in the city of Pare-Pare until now, the cafe business which is still popular along with changes in the tastes and lifestyles of the Pare-Pare people, therefore encourages the creation of fierce competition in the business world, especially the cafe business, thus requiring business people continuously innovate in attracting consumers and retaining customers.

In the city of Pare-Pare there has been significant development of the number of increases and developments in the informal restaurant business, but its function cannot be said to have developed the role of the barista in the informal restaurant business. Because in general, the existing informal restaurants function as fast food, where in 2020 there are only around 66 coffee shop/cafe businesses. Parepare City Government Tourism Office in 2020.

The placement of human resources, especially in managing coffeeshops (coffee shops or coffee houses), especially people who mix coffee, better known as Barista, is highly demanded by professionalism in making coffee and serving guests. Baristas are the core of the coffee shop business. They process the products that will be served to the customers and fulfill the customer's expectations for a sweet day (Thirumalai & Sinha, 2005). Masdakaty (2015) explains that etymologically, the word barista itself is derived from Italian which means bartender, who serves all kinds of drinks, not just coffee (Adhi & Yunus, 2021).

The role of the Barista is unique and interesting in an informal restaurant because it must be able to brew coffee, function as a cashier and be able to communicate directly with consumers (Lekstutyé, 2016). This can increase consumer visits at the place it manages. Baristas are also required to be able to mix various kinds of coffee drinks with fresh quality and international standards, besides that a Barista must also be able to provide new experiences about coffee

drinks to every customer or consumer so that customers or consumers feel satisfied with the coffee served and later. Will continue to love coffee and give full confidence to the barista to make the best coffee, this is what must be owned and packaged so as to be able to provide quality service with international standards and be able to compete in the midst of increasingly fierce competition.

However, the reality is that it cannot be said that the role of the barista in the informal restaurant business has developed. Because in general the existing informal restaurants only function as fast food and simple coffee shops, whereas in 2020 there will only be 66 coffee shop/cafe businesses. This shows that the perception of entrepreneurs and guests at coffee shops and or coffee shops, in general, does not understand the part of baristas and informal restaurant businesses such as coffee shops or coffee shops that are able to increase Regional Original Income, especially in the city of Parepare, South Sulawesi Province. On the other hand, the existence of warungs or coffee shops (Café) and Baristas in other big cities in Indonesia is growing very rapidly along with a good understanding or perception for coffee shop entrepreneurs or guests about meeting the service needs of the barista. This study aims to determine consumer perceptions of Barista services in the City of Parepare, South Sulawesi Province.

## **METHODS**

This study uses a qualitative approach. According to Lexy J. Moleong (2004) explains that, qualitative research as research that intends to understand the phenomena of what is experienced by research subjects, such as behavior, understanding, motivation, action holistically by means of descriptions in the form of words and language, at a time. special contexts that are natural by utilizing various scientific methods. As for completing the qualitative research method, namely by using qualitative descriptive analysis according to Sugiyono (2016) with data reduction steps, data presentation of conclusion drawing (verification), and data collection techniques by interview, documentation and triangulation. The qualitative approach in this study was chosen because the object of this research is a process of activities or actions of several people. It is hoped that this approach can provide a deep and detailed understanding related to analyzing the role of Baristas in the development of Informal Restaurant businesses in South Sulawesi in Parepare City, South Sulawesi Province.

Sources of data obtained are secondary data and primary data and assisted by research instruments in order to facilitate researchers, namely by making questions related to research titles and problem formulations that are formulated into a single unit through interview guides or

guidelines to informants who are considered capable and can provide information. The sources of data from informants are business actors, baristas, consumers (guests) and local government. And, to accommodate the results of the informant's information, the researcher uses a research instrument in the form of a list of questions in accordance with the formulation of the problem and the title and makes a guide or interview guide which is a question that is systematically arranged and refers to the formulation of the problem that exists and is submitted or will be asked to the informant.

## **RESULTS AND DISCUSSION**

Perception according to Pride and Ferrel in Fadila and Ridho (2013), perception is all processes of selecting, organizing, and interpreting information input, sensations received through sight, feeling, hearing, smell and touch to produce meaning. According to Boyd, Walker, and Larreche in Fadila and Ridho (2013), perception is the process by which a person selects, organizes, and interprets information. Meanwhile, according to Kotler (2013), perception is where we select, organize, and interpret information input to create a meaningful picture of the world.

Perception plays an important role in the concept of positioning because humans interpret a product or brand through perception. Perception is an important psychological aspect for humans in responding to the presence of various aspects and symptoms that are around them. According to Machfoedz perception is the process of selecting, compiling, and interpreting information to obtain meaning. Meanwhile, according to Hurriyati, perception is the process that people go through in selecting, organizing, and interpreting information to form a meaningful picture of the world. Consumer perception is a process that a person goes through in making choices, compiling, and interpreting information in order to get meaning or decisions. From this definition we can know that someone who will buy is influenced by the perception of the situation he faces, while what a person perceives is different from the reality.

Basically, it comes from the interaction between two factors: (1) stimulus factor, namely physical characteristics such as size, weight, color, or shape; (2) Individual factors that include the process in it are not only in the five senses but also in the process of similar experiences and the main encouragement and expectations of the individual himself.

Perception is one of the various factors of consumer choice of products (Gempesaw et al., 1995). Usually, consumers who are motivated about a product are ready to make a purchase. However, how a person acts is influenced by his or her perception of a particular situation. In the process of perception can be regarded as a human process because perception works in almost

the same way for everyone even though the end result is different. People can have different perceptions of the same object because there are four perceptual processes: (1) Selective Attention Attention must be made selective in order to attract consumers because the message conveyed will be lost, unless the message is quite prominent. This means that marketers have to work hard in order to attract consumers' attention, the real challenge is which stimuli people will pay attention to; (2) Selective Distortion is Used to explain the tendency of people to change information according to their own understanding because basically people tend to interpret information in a way that is more supportive than opposed to the conceptions they already have.

Thus, marketers must seek to understand consumers and how they impact and interpret their advertisements and products. Selective distortion can serve to the advantage of marketers with strong brands when consumers interfere with neutral brand information to make it more positive; (3) Selective Memory Selective memory means remembering what is said to be the advantage of one product and forgetting what competitors say, consumers will remember it when choosing a product. Consumers tend to remember good things that are said about the product; (4) Subliminal Perception The mechanism of selective perception demands active involvement and thinking on the part of consumers, the argument being that marketers secretly embed subliminal messages in advertisements and packaging. Consumers are inadvertently aware of these messages, but these messages influence their behavior (Niazi et al., 2012). Although many stable subconscious effects are common in consumer processing

### **The Role of Baristas in the Economy, Tourism, and Education**

#### **1. The Role of Baristas in the Economy**

The economy in the tourism sector is an integral part of development that is growing in every country around the world, including Indonesia. The main aspects in the development of baristas that affect the economy can certainly have an impact on:

- a. Increase income
- b. Creating jobs
- c. Generate tax
- d. Effect on the balance of payments
- e. Improving the Economic Structure of a region
- f. Encouraging entrepreneurial activity

Based on these aspects, the barista has a very large role and has an effect on increasing the economy, especially local revenue in the city of Parepare, South Sulawesi Province. This can be a major consideration for local governments and tourism business actors, especially the

presence of baristas in informal restaurant businesses that have great opportunities for the economy.

## 2. The Role of Baristas on Tourism

The existence of tourism, which is one of the largest foreign exchange earners, especially in Indonesia, is increasingly being prioritized for development in all fields. One of them is the development of human resources, in this case the barista. Barista is one part of human resources that is very influential on tourism development, regional development, especially increasing the acceleration of development and the regional economy is quite large, especially in the city of Parepare, South Sulawesi Province. The role of the barista in tourism today includes:

- a. Have a role in improving the economy
- b. Creating jobs
- c. The role of the barista can support investment
- d. The role of the barista can lead to positive exploitation of the economies of scale for national companies.
- e. The role of the barista can be an important factor for technical knowledge, research stimulation, educational development, and accumulation of human capital

## 3. The Role of Baristas in Education

The barista is the person who is responsible for mixing, making, preparing, and serving coffee. Most baristas work in coffee shops or coffee shops that provide the main menu of espresso, latte, and cappuccino. Although it seems trivial, "just" blending and making coffee, a job as a barista requires quite a long training and a high level of ability to produce good coffee blends. So, it requires special education and training in the city of Parepare, South Sulawesi Province. Baristas have an important role in education, one of which is a possible choice for prospective students who want to work because they provide knowledge, skills, and professional attitudes towards processing, compounding coffee beans to serving. Baristas are expected to be able to have special knowledge and skills in serving coffee so they need education.

Currently, the need for coffee drinks prepared by baristas is very much needed and a barista is required to be able to understand how to make quality coffee. Apart from the high coffee business in big cities such as Jakarta and Makassar in general, especially in the Parepare city area, South Sulawesi Province. Barista is one of the options that are starting to be of interest for students who are looking for part-time. Basic skills are needed in choosing a barista job, namely understanding coffee varieties to how to make coffee. The meaning of each student who works as a barista is different. So, it takes education and a process of mentoring as well as doing

internships for prospective baristas. So that there are those who feel proud of their current profession, and there are those who really love coffee itself. The meaning is interpreted from each point of view so that they can choose to become baristas. In the city of Parepare, South Sulawesi province, there are great opportunities for the development of human resources, especially baristas, and the development of informal restaurant businesses (coffee shops).

Based on the presentation of the data that has been described, it can be concluded that basically consumers do not have a perception or do not understand the existence of baristas and coffee services but expect the development of the Cafe & Resto informal restaurant business so that local revenue can increase. So that the role of the barista is needed to be developed as well. This is to meet the needs and desires of guests in serving coffee drinks and it is expected that consumers or guests feel fulfilled in their needs and desires so that consumers feel satisfied.

## CONCLUSIONS

Based on the results of research, it can be concluded that, although consumers or guests have different perceptions of Barista services, the existence of baristas and coffee services can be maintained and developed in the city of Parepare as one of the tourism businesses, especially in the field of food and beverage services. informal restaurant or cafe and restaurant business. Consumer perceptions of barista services are basically not optimal consumer perceptions of barista services. This is because the perception statement is still different between those who understand and those who do not understand the existence and service of Baristas. it's just that the consumer as a connoisseur is very small and most consumers are just drinkers.

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